

Course Description: In this course, you will learn to use Adobe Illustrator CS3 to create illustrations such as logos and advertisements that include type and graphics.

Prerequisites: Before taking this course, students should be familiar with the basic functions of windows operating system such as creating folders, launching programs, copying and pasting objects, formatting text, and saving files.

Course Length: 1-day

Performance Based Objectives:

Upon successful completion of this course, students will be able to:

- create simple and freeform shapes.
- create logos using simple shapes.
- create logos using custom paths.
- enhance logo text.
- manipulate body type.
- create an advertisement.
- organize creative assets using Adobe® Bridge.

Course Content

Lesson 1: Creating Simple Shapes

Create a New Document
Customize the Workspace
Draw Basic Shapes with the Shape Tools
Draw Basic Freeform Shapes with the Pencil Tool

Lesson 2: Creating Logos Using Simple Shapes

Format Objects
Manipulate Objects
Insert Type

Lesson 3: Creating Logos Using Custom Paths

Draw Paths with the Pen Tool
Modify Existing Shapes
Duplicate Objects
Apply Graphic Styles

Lesson 4: Enhancing Logo Type

Apply Gradients to Type
Flow Type on a Path
Apply an Envelope to Type

Lesson 5: Manipulating Body Type

Import Body Type
Format Type with Styles
Find and Replace Text
Fix Spelling Errors
Insert Typographic Characters

Lesson 6: Creating an Advertisement

Import a Graphic
Align Objects
Apply Spot Colors
Wrap Text
Export a File

Lesson 7: Organizing Assets with Adobe® Bridge

Customize the Adobe Bridge Workspace
Append Metadata to Assets